

Appl. No. 10/688,118  
Atty. Docket No. 9066M2  
Reply to Notice of Non-Compliant Amendment mailed October 12, 2007  
Customer No. 27752

- b) a discontinuous oil phase;
- c) softening active ingredient;

wherein a) and b) comprise an oil-in-water emulsion and the rheology of the aqueous phase is modified by the addition of a water-in-oil emulsion into the oil-in-water emulsion, the water-in-oil emulsion comprising:

- i) a high molecular weight polymer having one or more pendant groups in a discontinuous aqueous phase, and
- ii) a continuous organic solvent phase;

wherein the pendant groups deliver a charge density of at least about 0.2 meq/g; and

wherein the high molecular weight polymer comprises from about 0.0005% to about 0.005% by weight of the composition.

- 2. (Previously Presented) A composition according to Claim 1 wherein the continuous aqueous phase of the oil-in-water emulsion comprises less than about 45% by weight of the composition.

- 3. (Cancelled)

- 4. (Previously Presented) A composition for softening an absorbent paper tissue comprising:

- a) a quaternary ammonium softening active ingredient;
- b) an electrolyte;
- c) a vehicle in which said softening active ingredient is dispersed;

wherein the rheology of the composition is modified by the addition of a water-in-oil emulsion comprising:

- i) from about 20% to about 40% by weight of the premix of a high molecular weight polymer comprising one or more pendant groups having delivering a charge density of at least about 0.2 meq/g;
- ii) from about 40% to about 60% of water; and
- iii) from about 20% to about 40% of an organic solvent.

and

wherein the high molecular weight polymer comprises from about 0.0005% to about 0.005% by weight of the composition.

- 5. (Previously Presented) A composition according to Claim 4 wherein the polymer is a cationic polymer

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6. (Previously Presented) A composition for softening an absorbent paper tissue comprising:
- a) from about 10% to about 60% by weight of the composition of a quaternary ammonium softening active ingredient;
  - b) an electrolyte;
  - c) from about 0.0005% to about 0.005% of a high molecular weight polymer comprising one or more pendant groups delivering a charge density of at least about 0.2 meq/g;
  - d) an aqueous vehicle in which said softening active ingredient is dispersed;
- wherein the rheology of the aqueous vehicle is modified by the addition of a water-in-oil emulsion comprising:
- i) the high molecular weight polymer in a discontinuous aqueous phase, and
  - ii) a continuous organic solvent phase.
7. (Previously Presented) The composition of Claim 6 wherein said softening active ingredient is selected from the group consisting of quaternary compounds; mono-, di-, and tri-ester quaternary ammonium compounds, and mixtures thereof.
8. (Previously Presented) The composition of Claim 7 wherein said softening active ingredient is a mono-, di-, or tri-ester quaternary ammonium compound having the formula:
- $$(R_1)_{4-m} - N^+ - [(CH_2)_n - Y - R_3]_m X^-$$
- wherein Y is -O-(O)C-, or -C(O)-O-, or -NH-C(O)-, or -C(O)-NH-;
- m is 1 to 3; n is 0 to 4; each R<sub>1</sub> is a C<sub>1</sub>-C<sub>6</sub> alkyl or alkenyl group, hydroxyalkyl group, hydrocarbyl or substituted hydrocarbyl group, alkoxyalkyl group, benzyl group, or mixtures thereof;
- each R<sub>3</sub> is a C<sub>13</sub>-C<sub>21</sub> alkyl or alkenyl group, hydroxyalkyl group, hydrocarbyl or substituted hydrocarbyl group, alkoxyalkyl group, benzyl group, or mixtures thereof; and
- X<sup>-</sup> is any softener-compatible anion.
9. (Previously Presented) The composition of Claim 8 wherein m is 3, n is 2, R<sub>1</sub> is methyl, R<sub>3</sub> is C<sub>15</sub>-C<sub>17</sub> alkyl or alkenyl, and Y is -O-(O)C-, or -C(O)-O-.
10. (Previously Presented) The composition of Claim 4 further comprising from about 2% to about 75% by weight of a plasticizer.

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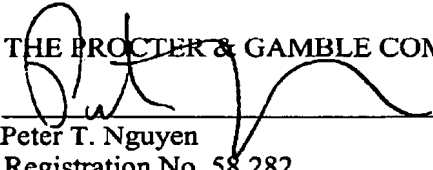
11. (Previously Presented) The composition of Claim 4 wherein the electrolyte comprises up to about 15% by weight of the composition.
12. (Previously Presented) The composition of Claim 4 further comprising from about 1% to about 20% by weight of the composition of a bilayer disrupter.
13. (Previously Presented) The composition of Claim 4 wherein the vehicle is water.
14. (Previously Presented) A composition for softening an absorbent tissue comprising:
  - a) from about 25% to about 45% by weight of a quaternary ammonium softening active ingredient;
  - b) from about 0.0005% to about 0.005% by weight of a high molecular weight polymer comprising one or more pendant groups delivering a charge density of at least about 0.2 meq/g wherein the high molecular weight polymer is delivered to the composition in the form of a water-in-oil emulsion comprising the high molecular weight polymer, water and an organic solvent;
  - c) from about 5% to about 50% by weight of a plasticizer;
  - d) from about 0.1% to about 10% by weight of an electrolyte; and
  - e) a vehicle consisting of water, in which said softening active ingredient is dispersed.

15-20. (Cancelled)

Respectfully submitted,

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October 19, 2007  
Customer No. 27752